

Senior Whole Health of NY and Jewish Home Lifecare Form Collaboration to Provide Health Care in New York City

NEW YORK CITY (December 19, 2011) — Senior Whole Health (SWH) of New York and Jewish Home Lifecare announced today that they have signed a broad-based set of agreements under which SWH will offer health care plans to people over 65 who are eligible for Medicare and Medicaid (“dual eligibles”) while Jewish Home Lifecare will provide care coordination and long-term care services.

Dual eligibles have become the focus of policy makers working to reform the provision of Medicare and Medicaid services. In New York state, the Department of Health estimates that this population of approximately 700,000 individuals represents an enormous expense consuming about 41% of Medicaid spending (\$11.3 billion) and 45% of Medicaid spending (\$23.4 billion).

Audrey Weiner, president & CEO of Jewish Home Lifecare, said “SWH complements our mission of providing person-centered care by offering health plans that are simple to join, provide peace of mind and help members live independently through community-based support and services. Combining all-inclusive medical care and support services into one cohesive and comprehensive plan that is easy to use is an attractive option for New York City seniors and their families.”

Founded in Massachusetts in 2004, SWH has offered health care coverage to dual eligibles in New York state since 2007. The collaboration with Jewish Home Lifecare, one of New York’s oldest and largest rehabilitation, community-based service and long-term care providers, stems from health care reform legislation on both the federal and New York state level, including recommendations approved by the New York State Medicaid Redesign Team that dual eligibles living in the community who receive Medicaid services in excess of 120 days will eventually need to enroll in a Managed Long Term Care Program.

Together, the two organizations will help community-based elders remain in their homes as long as possible, while lowering health care costs and improving their quality of life. Both organizations share expertise in working with low-income, ethnically diverse elder populations.

“We are very excited to continue our commitment to caring for New York’s seniors through our agreement with Jewish Home Lifecare,” added John Baackes, CEO of Senior Whole Health. “Jewish Home has a long history of providing the highest levels of individualized, person-centered care. Our collaboration will provide an important and needed health care choice to elders living in New York City.”

In 2008, SWH, which is based in Cambridge, MA, was named the fastest-growing private company in the United States by INC. magazine in its annual list of the country's 500 fastest growing companies. For the past three years, SWH has received the highest Consumer Assessment of Healthcare Providers and Systems (CAHPS) member satisfaction score for Medicare Advantage plans in Massachusetts. CAHPS surveys consumers and patients to report on and evaluate their experiences with healthcare.

About Jewish Home Lifecare: One of New York State's oldest and largest community-based services, rehabilitation and long term care providers, Jewish Home has been serving elders for 163 years. With campuses in Manhattan, the Bronx and Westchester and through its Community Services Division, Jewish Home cares for 10,000 culturally and ethnically diverse individuals annually through rehabilitation, homecare, adult day services, telehealth, geriatric care management and seniors housing. For more information visit www.jewishhome.org or call (800) 544-0304.

About Senior Whole Health of New York (SWH): SWH is a voluntary health care benefits plan for those over 65 eligible for Medicare and Medicaid. The health plan, which currently serves members living in Albany, Columbia, Dutchess, Greene, Montgomery, Orange, Rensselaer, Saratoga, Schenectady, Ulster, Warren and Washington counties, as well as New York (Bronx, Kings, Queens and New York counties), combines health care with social support services so that seniors living in assisted living or other community housing can maintain their independence and freedom of choice when making health care decisions. To date, more than 9,000 elders are insured by SWH in both New York and Massachusetts. For additional information, call (866) 211-1777 or go to www.seniorwholehealth.com.